

EXECUTIVE SUMMARY

The Consumer Labeling Initiative (CLI), a pilot program of the U.S. Environmental Protection Agency, began in March 1996 with a *Federal Register (FR)* notice (61 FR 12011). A voluntary initiative, the CLI was established with the goal to foster pollution prevention, empower consumer choice, and improve consumer understanding of safe use, environmental, and health information on household consumer product labels. The CLI is a multi-phased pilot project focusing on indoor insecticides, outdoor pesticides, and household hard surface cleaners (i.e., floor and basin, tub and tile), some of which are registered antimicrobials/disinfectants.

The CLI was undertaken in two parts. Phase I began in early 1996 and ended on September 30, 1996. The *Phase I Report* (EPA, September 1996) published the findings, recommendations, and action steps. Phase II, which began in October 1996, resulted from this first phase of research. Phase II addressed issues that Phase I did not complete or include, and focused on the following objectives:

- # performing in-depth quantitative consumer research to establish a baseline of understanding about consumer attitudes, behavior, and satisfaction concerning these types of product labels;
- # carrying out qualitative research about potential standardized labeling information, particularly for ingredients, precautionary statements, and signal words;
- # developing a multi-faceted, broad-based education campaign to help consumers understand and use labels effectively, and to disseminate information about future labeling changes;
- # finding simpler, clearer ways to word label information about what to do in an accident or emergency involving household products;
- # performing further research about storage and disposal information, with the goal of improving labels to address conflicting laws, ordinances, and community practices for recycling and disposal of waste; and
- # identifying what other information about ingredients consumers want and need on labels for pesticides and other products.